

SAVE THE DATE
September 20th!

Extra! Extra!

Learn How to be a Media Darling!

THE power of the press has never been so strong and evident as it is today. But with information coming from everywhere, how do you break through the clutter with your message? Learn the tips and tricks to getting your business coverage straight from the horse's mouth - the press themselves!

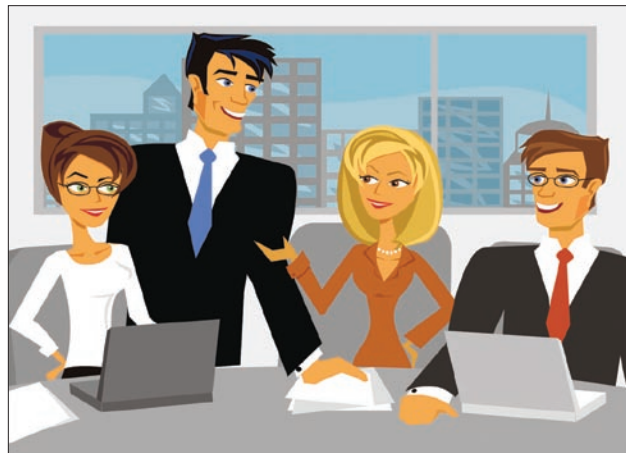
This dynamic workshop will teach you the proper etiquette for dealing with journalists and how to find the news angle that works. You'll walk away knowing what you can do to become a valued source that the media relies on.

PLUS! Meet the area's top business journalists personally and hear what they are looking for and how to develop relationships with them.

Editorial staff from the News Journal, Philadelphia Business Journal, The Business Ledger, WHYY and WILM, among others will be on hand to share the secrets of their newsrooms. This is a MUST attend event!

Presented By  **NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS**
Delaware

Co-Sponsored By  **SBA**
Your Small Business Resource



Publicity 101 - Meet the Media **Wednesday, September 20th**

The Waterfall Conference Center

3416 Philadelphia Pike Claymont, DE 19703

8:30- 9:30 Registration and breakfast buffet

9:30 - 11:30 Program

Cost \$40 by September 15th and \$50 afterwards

Register at www.nawbodelaware.org

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